



Turn Your Personal Knowledge Into Cash



How to Start an Online Coaching Business

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(RESOURCE REPORT)

Resource 1: Best Practices for Greater Online Coaching Business Success

Keep scaling up your knowledge

- Go to conventions
- Speak at symposia
- Tap into cutting edge research
- Network with the top names in your niche

Adopt a Publishing Schedule

- Crank out books on an annual or fixed schedule
- Books SCREAM OUT your expertise

Adopt a Media Strategy

- Get interviewed
- Swap blog posts
- Participate in expert 'wrap up' blog posts
- Give out free content for exposure

Work that press release

- Ride controversies in your niche

Resource 2: Understand WHAT you are selling and WHY people would find it valuable

Why Information Matters

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As I have mentioned in the introduction of this book, the paradoxical effect of the internet is that the more information is shared on the world wide web, the less confident people become. It's as if we are victims of information overload.

While we have an unprecedented level of access to information, our sense of security or confidence in that information is very low. We feel that we really can't trust all this information that we find on our own. We are looking for some sort of expert or, at the very least, we're looking for people who are familiar enough with specialized bodies of knowledge so that they can save us time by making available this specialized information in one place.

The truth is, we live in a highly specialized world. In the 1800s, it's not uncommon for intellectuals and academics to claim expertise in a wide range of topics. You can be a Renaissance man with a wide range of interests and people would think you are an expert and a genius.

Well, fast forward to today and most people are not satisfied with general knowledge. You cannot really be considered a bonafide expert unless you truly specialize within a narrow academic discipline.

Back in the 1800s, it was perfectly acceptable for intellectuals to have an almost encyclopedic range of expertise. Now, academics and intellectuals are hyper-specialized.

For example, in the field of history, in previous generations, it was perfectly acceptable to label yourself as an expert in European history, Asian history or African history. Now, you're really only considered a bonafide expert if you are in a specialized niche of history. For example, if your specialization is the Antebellum South economic history between the years 1800 to 1830, then people in your academic discipline would consider you an expert.

My point is, the modern world is all about specialization. Now, this is all well and good because the research and the information we get is hyper-targeted. But the problem is, there is so much ultra-specialized, ultra-complicated and confusing information out there that people are really not equipped to deal with all that complication.

Sadly, this is the way the modern world is going. It's getting more and more complicated with each passing decade. People have essentially been trained to look for knowledge that is an inch wide but miles deep. This is where we are.

And the more specialized your knowledge is, and the more fine tuned or fully fleshed out your understanding of that fairly narrow band of knowledge is, the more of an expert you are. Again, people are looking for knowledge that is an inch wide, but miles deep.

Given this backdrop of specialization, it's also important to note that possessing the right information trumps muscle. Seriously. Back in the old days, if you wanted to make money, you go farming. You actually have to roll up your sleeves and do physical work. Nowadays, you just need to sit in front of the computer and the things that you do with the information you have actually makes more money than if you had physically worked for it.

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The truth is, information is power. In fact, given how fast the internet is pushing the economy to evolve, it's quickly looking like information is money. So do yourself a big favor, understand the power of information and the demand people have for specialized areas of knowledge.

The good news is that you have a role to play in this. Because, as I have mentioned in the introduction, everybody is an expert in at least one specialized body of knowledge. It might not seem much, but as long as you can find a demand for it, you stand to earn from this expertise.

Resource 3: Adopting the Right Coaching Mindset for Success

Before you start any kind of business, you have to have the right mindset to succeed in it. If you were to ask me and other online business experts, mindset trumps knowledge. Let me repeat that, mindset trumps knowledge. In other words, your attitude is more important than your aptitude.

Let's face it, there are a lot of people out there who know stuff, but most of those people will make lousy online coaches simply because they do not have the right mindsets. In other words, they're not set up for online coaching success.

Maybe they have limiting beliefs that hold them back and drag them down from the success that they could otherwise achieve. Maybe they have attitude issues that prevent them from connecting with people in a way that helps them develop a solid author brand. Maybe they think that the whole idea of selling expertise for money is too good to be true.

Whatever the case may be, they believe in the wrong things, and these beliefs lead to bad perceptions that eventually undermine and sabotage their ability to succeed. Don't be one of those people by adopting the following coaching mindsets.

Believe People Will Find you Credible

One of the most common stumbling blocks would-be coaches suffer from is the default doubt that other people will find them worth listening to. Maybe you have low self esteem, maybe you're not a big fan of your ability to get things done or your ability to learn stuff. But you should not let those issues get in the way of you making money as an online coach.

Pay attention to how you perform with other people. When friends of yours ask for advice, do they find you credible? When you post comments online sharing information that you know and facts that you are aware of, do they take your word for it? If you answered yes to any of these, then you are credible enough.

Believe that people will find you credible and you will become a better coach. Fail with this basic point and it's going to be very hard for you to achieve any kind of success because you will be undermining yourself. If you don't even believe that you're credible, how do you expect others to respect your knowledge? It's just not going to work.

Believe People Will Buy Your Courses

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It's one thing to believe that your stuff is credible, it's another to make the leap and think that people will buy your courses. But if you want to be successful as an online coach, you have to believe that the information that you present is valuable enough and the presentation you have is worthwhile enough that people will buy your courses.

Now, it doesn't really matter whether a whole army of people line up online with their credit cards in hand to buy your course. What matters is that people can find enough value in the courses that you're offering to put dollars in your hands.

Do you believe that? If so, you're positioning yourself for success as an online coach. If not, then you're going to have to work on this. Because if you don't think people will actually pay you for sharing your knowledge in the form of courses, then there's really no way you can make money. Seriously.

If you think people won't buy your courses, then this automatically means people won't buy your books. They won't buy one to one coaching. They won't buy your seminars. Then what's the point?

So look for external evidence of credibility, authority, as well as quality, that sets you apart from others. If you can find it, then allow yourself to believe that people will buy your courses because the information that you can share is valuable enough.

Now, it doesn't have to be the most valuable thing in the world. There's no need to overdo things. There's no need to overthink things. As long as it's valuable enough, you'll be okay.

Believe That People Would Want to Listen to You

It's one thing to think that the information you have to share is credible and that the materials that you have gathered together is worth buying, but it's another thing entirely to think that people would want to get all of this from you. In other words, would they want to listen to you?

Well, if you want to be a successful coach, you have to believe that people would want to listen to you specifically. I'm not talking about other experts in your field, I'm not talking about people that have come before you, I'm not talking about other authors that talk about the same stuff. I'm talking about you, specifically and individually.

You have to wrap your mind around this belief. You have to believe enough in yourself and your ability to communicate in clear, direct and effective terms.

This takes a lot of work because, let's face it, a lot of us suffer from an almost instinctive fear of speaking in public. We don't want to be around strangers. We don't want to fall flat on our faces and make a fool out of ourselves. That's kind of locked into the human condition.

But you're going to have to overcome that. How? You have to be so passionate about the information that you would like to share and spread to the rest of the world that you would do whatever it takes to overcome your shyness, your communication issues, and whatever difficulties you may have in speaking directly to your target audiences over the internet.

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This also involves overcoming writer's block. Remember, a key part of selling your expertise is writing books.

The good news is, there is a quick shortcut to that. Instead of you writing the books directly by yourself, you can hire somebody else to do that. You can hire a ghost writer. In fact, services like ozki.org exists primarily to help people with writer's block or difficulties expressing themselves to produce amazing nonfiction books.

Best of all, they do it at bargain rates. In fact, they can produce a complete book for you for as little as \$60. Whatever the case may be, you have to believe that people would want to listen to you specifically.

Let Your Passion Guide You

So what is the answer here? What kind of mindset can we quickly adopt that will basically give us the power, the focus and the energy we need to overcome these obstacles?

Because, let's face it, a lot of us have serious belief issues. Maybe we don't think we're all that credible. Maybe we have a tough time accepting the possibility that people might actually want to buy the stuff that we have to offer. Perhaps we're struggling with accepting the possibility that people would actually want to listen to us.

Well, one key factor that will enable you to just cut through all of this is to zero in on your passion. Look at the knowledge that you are an expert in and ask yourself, "Can I be so passionate about this that my enthusiasm will help me overcome my shyness, my skepticism, my uncertainty and my fear?"

Focus on the passion. The more you focus, the more it should grow. And, sooner or later, you let it get the better of you so you can commit to becoming the very best coach you could be. This enables you to craft course after course, write book after book, set up seminar after seminar, and coach client after client on your path to unstoppable success.

Let Your Curiosity Push You to Increase the Value of Your Offering

I wish I could tell you that making money online selling coaching services is a simple matter of taking the information you know and then just turning around and selling it to as many different people as possible. While that process is part of the picture, there are other pieces to the puzzle.

You have to understand that coaching is comparative. People are going to look at you and your command of the knowledge they're looking for and they will compare you to another person. There will always be this comparison going on.

The name of the game is to know whether you truly know your stuff. Are you up to speed with what's going on in your area of expertise? Do you offer the greatest and latest information? In other words, do you provide the kind of value they are looking for?

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Unfortunately, if your number one goal is to just sell stuff that you already know, chances are, you'll try to coast. Hey, let's face it, our default position as human beings is to take the path of least resistance. This is hardwired into the human condition. No surprises there.

Unfortunately, this isn't good enough. You can't offer information that was valid ten years ago and expect to get paid for it. People are going to laugh you out of the room or immediately demand a refund.

So how do you make sense of this? Well, you have to adopt the mindset of constant curiosity. If you're always curious about your area of expertise, eventually, your curiosity will push you to increase the value of your offering by making sure that it's updated, making sure that it's comprehensive, making sure that it applies to as many different situations as possible, making sure that it's very easy to understand, and so on and so forth.

This is crucial. Otherwise, you're going to fail that value comparison each and every time. Nobody's going to want to get coaching services from you because it's obvious that somebody else is offering a better value.

Wrap Your Mind Around the Importance and Value of Personal Branding

I wish I could tell you that all you need to do to become a successful coach is to have the right information. Unfortunately, the internet is filled with very bright people with amazing information.

Unfortunately, most of them are suffering in anonymity. People haven't even heard of them. How come? They did not bother to build a solid personal brand. They think that the fact that they are experts in a particularly specialized body of knowledge is enough for carry them through.

Absolutely wrong. You have to brand yourself as an expert. People have to talk about you. You have to attract a natural following. If you're able to do this, then people would rather buy coaching services from you than other people who may know more than you.

I know that sounds crazy, but people are pushed by familiarity. If you make your brand known and people start associating you with a certain body of knowledge as well as a certain expectation of quality, people will buy your coaching services and your books and seminars more frequently than others who may actually turn out to be better experts. So focus on branding. A little bit of marketing goes a long way.

If you are able to adopt the mindsets listed above, you will have positioned yourself for a higher likelihood of success in the dog eat dog, hyper-competitive world of online coaching.

Resource 4: Checklist for Coaching Business Setup

_____ List out all the areas you THINK you're an expert in

_____ Filter you list by OUTSIDE VALIDATION (do people agree that you're an expert? / do they seek you out?)

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_____ Filter your expert areas based on your personal PASSIONS (rank them – based on whether you’d talk about them for FREE)

_____ Find the hottest topics in your niche

_____ Filter out high competition niches (Use UDEMY and Kindle for this)

_____ Find sub-niches you can dominate in your niche (Use UDEMY)

_____ Pick out the top 3 hottest topics in your niche

_____ Reverse engineer your competition to outline your 3 niche books

_____ Write out your book or hire high quality low cost services like ozki.org

_____ Promote your book and build a mailing list using your author site link on the first page of your Kindle books

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